CLAIMS

1. An information provision brokerage system comprising:

a provider information storage portion for storing
provider area information and provision information for each
information provider, the provider area information indicating an
area designated by the information provider, and the provision
information being to be provided by the information provider;

a user information storage portion for storing user area
information for each user who has a terminal device, the user area
information indicating an area designated by the user;

a determining portion for determining whether or not an
area indicated by the provider area information overlaps an area
indicated by the user area information; and

an information transmission portion for transmitting the
provision information of the information provider according to the
provider area information to a terminal device of the user according
to the user area information if it is determined that the area
indicated by the provider area information overlaps the area
indicated by the user area information.

2. The information provision brokerage system according
to claim 1, wherein

an area in which the provision information can be provided
is divided into plural segment areas,

the provider information storage portion stores the
provider area information that indicates the segment area,

the user information storage portion stores the user area
information that indicates the segment area, and

the determining portion performs the determination by
determining whether or not the same segment area is included both in

the segment area indicated by the provider area information and in the segment area indicated by the user area information.

3. The information provision brokerage system according to claim 1 or 2, comprising a movement information obtaining portion
5 for obtaining movement information that indicates a speed and a direction of movement of the user, and an area information changing portion for changing the user area information of the user in accordance with the movement information of the user, wherein the determining portion performs the determination in accordance with the
10 user area information changed by the area information changing portion.

4. The information provision brokerage system according to one of claims 1-3, wherein the provision information storage portion stores category information that indicates a category of
15 contents of the provision information in association with the provision information, the user information storage portion stores category information that indicates a category of information desired by the user in association with the user, and the information transmission portion transmits the provision information if a
20 category of contents of the provision information to be transmitted is included in a category of information desired by the user who is a destination of the transmission.

5. The information provision brokerage system according to one of claims 1-4, wherein the provision information storage
25 portion stores provider location information that indicates a location of the information provider in association with the information provider, the user information storage portion stores user location information that indicates a location of the user and a distance designated by the user in association with the user, and the
30 information transmission portion transmits the provision information

if a distance between a location of the information provider who provides the provision information to be transmitted and a location of the user who is a destination of the transmission is smaller than the distance designated by the user.

5   6. The information provision brokerage system according to one of claims 1-5, wherein the provision information includes information for advising an application for receiving information delivery from the information provider who transmits the provision information.

10   7. The information provision brokerage system according to claim 6, comprising a delivery status management portion for managing a delivery status of information that is delivered directly from the information provider to the user who made the application, and an accounting information generation portion for counting

15 delivery statuses of the information providers at a predetermined timing so as to generate accounting information to the information provider.

       8. An information provision brokerage system comprising:

       a provider information storage portion for storing

20 provider area information and provision information for each information provider, the provider area information indicating an area designated by the information provider, and the provision information being to be provided by the information provider;

       a user information storage portion for storing user area

25 information for each user who has a terminal device, the user area information indicating an area designated by the user;

       a determining portion for determining whether or not an area indicated by the provider area information overlaps an area indicated by the user area information;

30   a notification portion for sending a notification to a

terminal device of the user according to the user area information so

that the user receives the provision information of the information

provider according to the provider area information if it is

determined that the area indicated by the provider area information

5　　overlaps the area indicated by the user area information; and

an information transmission portion for transmitting the

provision information of the information provider to the terminal

device of the user responding to a request from the user who received

the notification.

10　　　　　9.　A server that is connected to an information providing

server for providing information of plural information providers in

accordance with location information of users via a network, the

server comprising:

a user registration portion for receiving an application

15　　from the user for information delivery so as to register the user as

an information delivery destination user;

an information delivery portion for performing delivery of

information to the user who is registered as the information delivery

destination user;

20　　　　　a delivery status management portion for managing a

delivery status of information; and

a delivery status notification portion for notifying the

information providing server of the delivery status.

　　　　　10.　An information provision brokerage method, comprising

25　　the steps of:

making a provider information storage portion store

provider area information and provision information for each

information provider in advance, the provider area information

indicating an area designated by the information provider, and the

30　　provision information being to be provided by the information

provider;

      making a user information storage portion store user area information in advance for each user who has a terminal device, the user area information indicating an area designated by the user;

5   determining whether or not an area indicated by the provider area information overlaps an area indicated by the user area information; and

      transmitting the provision information of the information provider according to the provider area information to a terminal

10   device of the user according to the user area information if it is determined that the area indicated by the provider area information overlaps the area indicated by the user area information.

      11. A computer program for use in a computer that performs brokerage for information transmission from an information

15   provider to a user, the computer program makes the computer perform the process comprising the steps of:

      reading provider area information corresponding to provision information to be transmitted from a provider information storage portion that stores the provider area information and the

20   provision information in an interrelated manner for each information provider, the provider area information indicating an area designated by the information provider and the provision information being to be provided by the information provider;

      reading user area information of a user who is a

25   destination of the transmission from a user information storage portion that stores the user area information for each user, the user area information indicating an area designated by the user;

      determining whether or not an area indicated by the read provider area information overlaps an area indicated by the read user

30   area information; and

transmitting the provision information corresponding to the provider area information to a terminal device of the user according to the user area information if it is determined that the area indicated by the provider area information overlaps the area
5   indicated by the user area information.